CANADIAN
MOVING PICTURE
DIGEST

Vol. 22, No. 43 TORONTO 2, CANADA February 21st, 1931

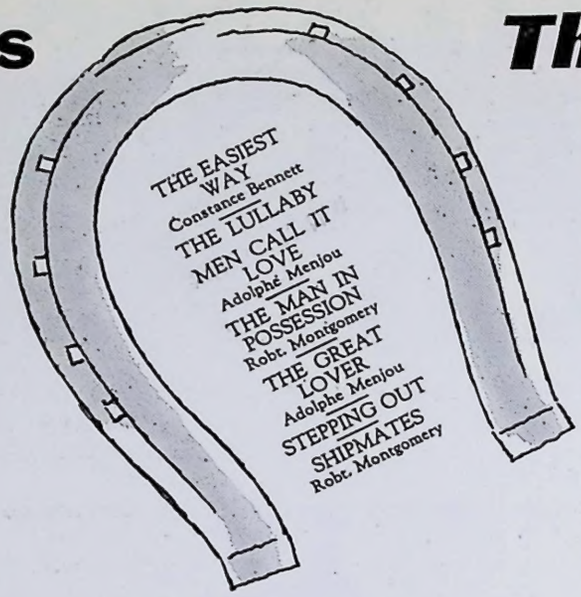
Greta Garbo Held Over 2nd Week at Capitol, N. Y. in "Inspiration". Following Two Big Weeks of Joan Crawford in "Paid" and Two Great Weeks of Marie Dressler —Polly Moran in "Reducing".

The Extended Run Pictures In This Industry Are

METRO-GOLDWYN-MAYER

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

It's The LUCKY SEVEN we're shouting about—



WHEN YOU RIDE ALONG with pictures like "Min and Bill," "Paid," "Reducing" and all the other current M-G-M smash hits, you know there's an outfit behind them that knows its business. AND WE'VE NEVER hit a production stride like the present one. "THE LUCKY SEVEN" represents M-G-M at the top of its best form!

THE SENSATIONAL RISE OF ROBERT MONTGOMERY!

in "The Big House"

with Greta Garbo in "Inspiration"

MAGAZINE editors tell us that they get more letters concerning Robert Montgomery than any other male star in pictures—*bar none!* The paying folk have made Montgomery a paying personality. His rise has been senational — and deserved!

In "The Lucky Seven" Robert Montgomery stars in "Shipmates" and "The Man in Possession."

with Norma Shearer in "The Divorcee"

with Joan Crawford in "Untamed"

SIX GREAT STAGE PLAYS and One *brilliant* Short Story—

that's M-G-M's "The Lucky Seven"

THE MAN IN POSSESSION (Robert Montgomery)

The Current Stage Hit Now Playing to Capacity Houses at the Booth Theatre on Broadway. It came to Broadway after a big London success, which it is duplicating in America. It tells of a boy disowned by his socially greedy family because of a jail episode. Plenty of laughs develop when the ritzy family discover their wayward boy making good. By H. M. Harwood.

THE LULLABY (All Star)

EDWARD KNOBLOCK
The author of "The Lullaby"

The Stage Success That Shook Manhattan! Strong drama this! The story of a French girl who fares ill at the hands of men. When Florence Reed played it to jammed houses all New York flocked to gasp and thrill! Edward Knoblock who wrote many successes never put more heart's-blood and soul-thrill into a play than this one.

STEPPING OUT (All Star)

Plays about making motion pictures are among Broadway's current legitimate successes. Here's one! The Stage Success by Elmer Harris, the Author of "Young Sinners", "Ladies All" and other Hits.

CONSTANCE BENNETT TOPS ALL HER TRIUMPHS in "The Easiest Way"

Leave it to the producers of "Paid" to handle a dramatic theme like "The Easiest Way." Metro-Goldwyn-Mayer knows how to handle stars! In great pictures! This one, based on Eugene Walter's celebrated stage play, has Adolphe Menjou, Robert Montgomery, Anita Page, Marjorie Rambeau in the cast. Jack Conway directed—and how!

"The Easiest Way" is another of M-G-M's "The Lucky Seven"

MEN CALL IT LOVE (Adolphe Menjou)

Based on "Among the Married" which was so good on the stage they produced it twice. Vincent Lawrence's keenest play tells of Long Island suburban, country-club life. Behind the hectic, flirtatious lives he has found a fine, true note of man-and-woman devotion.

WHAT MENJOU MEANS TODAY IN TALKIES

—and never did a role fit a star more perfectly than "The Great Lover."

Talkies were made for Menjou—and Menjou was made for talkies! He was plenty popular as a silent star, but wait! In his first great talkie role in "The Easiest Way" he gives an indication of just what he's going to mean to you at the box-office. Now he gets a story that's tailored to his measure. His poise, his polished manner, his sophistication are tremendously enhanced by the addition of a perfect voice for the microphone.

This great stage hit is an adaptation from the French by Frederick and Fanny Hatton.

And the U. S. Navy again cooperates with the company that produced "The Midshipman"—

SHIPMATES (Robt. Montgomery)

This industry never forgot those great box-office successes that M-G-M gave it in co-operation with the Navy—"The Midshipman" and "The Flying Fleet." Malcolm Stuart Boylan has written an even greater one.

SEVEN rhymes with HEAVEN!

METRO-GOLDWYN-MAYER

Where Men Are Showmen!

Canadian Moving Picture DIGEST

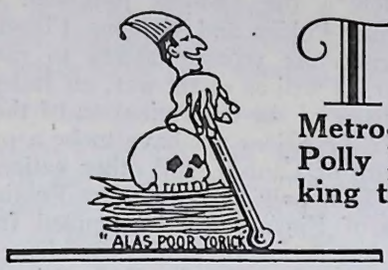
Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481
Cable: Ontocanada

RAY LEWIS
Editor and Managing Director

Published by Canadian Moving Picture Digest Company, Limited
259 Spadina Ave. - Toronto

Vol. 22, No. 43 | TORONTO 2, CANADA | February 21st, 1931

Metro-Goldwyn-Mayer's "Reducing"



THE HEADING sounds like an economic move to cut down overhead, but it has nothing to do with this phase of our middle-aged Industry, it is the title of Metro-Goldwyn-Mayer's picture in which Marie Dressler and Polly Moran are packing Loew's Theatre, Toronto, and making the very walls laugh, for that "walls have ears" has long been an accepted fact, then why not give them also a sense of humour?

"Reducing" is a laugh from start to finish, with here and there a bit of pathos interjected, which makes you feel weepy.

Marie and Polly never had roles more adapted to their particular artistry; and if there is any art in the ability to make people l a u g h, there is certainly 99½% of that art concentrated in "Reducing."

But it is not to eulogize the picture that we have taken up our pen, it is to comment on the fact, that despite local economic depression, with the world's worst time financially, to back up the local condition, that Loew's should play to packed houses for every show, your editor saw the fifth that day; and that these packed houses should prevail all through the week.

If economic depression is reducing box-offices, why does not this condition affect the shows which the people consider as entertainment?

The attendance at Loew's could not have been better had we been enjoying the wave of prosperity, which inspired so much extravagant spending, prior to that period, wherein we discovered that all the money we possessed on paper was but the currency of a Paper King. One strong wind of adversity, and it was scattered as the dust.

Another example of public attendance at a theatre was the success of Bernard Shaw's "The Apple Cart," which played the Royal Alexandra, for two weeks, turning away hundreds of people, who could not secure seats and filling that Royal Showman's heart, "Lol" Solmon, with the joys of beholding real show business.

Here is a high-priced attraction, packing the theatre, the same for "Reducing" at much lower admission prices at Loew's, thereby covering all classes of "spending capacity," despite unemployment and economic depression.

The answer is obvious, the human being finds it easy to do without that which does not appeal to him; and if "walls have ears" certainly humans have tongues; and how these "wag" when they like the show, and how they "wag," when it is not so good.

Across the American continent, we hear of the big picture houses not getting the business, and the blame is not on the middle-aged Industry, but on economic conditions. Suppose we try to rejuvenate the "old lady Film," give her a bit of flair, of "pep," removing her from her mechanical complacency.

Let us have beauty and action, pleasing to the eye, primarily, for above all things, a moving picture is what its name implies!

RAY PRESENTS

RAY LEWIS

NEVER in the history of Motion Pictures in Canada, has there been such a "stir up" as we are going through now! It took the Federal Trade Commission in the United States twelve years to say "Cease and desist" to Paramount-Publix and its subsidiaries, but it will not take as long for the Government of Canada's Commission to discover wherein Famous Players Canadian - Paramount-Publix and subsidiaries shall "Cease and desist."

Is this Industry of ours sane, or is it mad? For if it is sane, then Paramount-Publix must surely control it in such a way that it has no power to instruct Paramount-Publix to "Cease and desist," getting the entire Industry into legal and legislative difficulties, not only in the U. S., but all over the world. If Paramount-Publix has not this power of absolute control, why must the Industry be made to suffer at the hands of Paramount-Publix in the manner in which it does?

There are some clever men associated with the Hays Organization, surely they can see what Paramount-Publix is doing; and the results. If this organization is a contact bureau for all unfavorable film propaganda, legislation, investigation, and legal action, why does not the Hays Organization get its members into a conference, and tell Paramount-Publix to desist?

WHEN Paramount-Publix absorbed the Famous Players Canadian Corp., after the directors had deliberately made a statement that they would not sell the Canadian company to American control, and that was the reason for refusing the Nathanson-Gaumont British offer of $75.00 a share, what did these directors, and the officers of the company presume the attitude of public opinion would be, when they followed this refusal by accepting an offer much inferior in value, from another American company; and that company the Paramount-Publix, the President of which was one of the Voting Trustee Officers, elected to keep the control Canadian?

Has this Industry been able to "get away with murder," so often that it is always convinced that no one will discover where "the body is buried?" Surely there must be some degree of confidence which Paramount-Publix exercises in its business policy, which inspires it to "take the chances" which it does, the absorption of a Canadian company, the Famous Players Canadian Corp., in direct opposition to the protests of approximately 800 minority shareholders, and in direct violation of a Trust agreement, the sentiment of the Canadian press, and the opinion of leading financial houses?

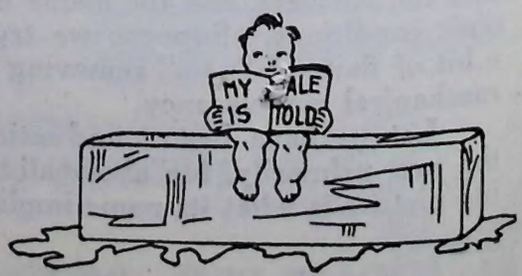
WHERE is the business judgment of Paramount-Publix and Famous Players, which permits its representatives to make open war, as well as secret war, on Independents, with all the evidence of the extermination of these, there to be discovered? One does not have to be a prophet to see into the future of Canada, and other nations in respect to the Film Monopoly by Paramount-Publix.

If the Kings of Finance can be toppled from their thrones, by the destruction of public confidence in their Paper King, and millionaires in Rolls-Royces turned into "beggars on horseback" and on foot, what about the magnates of the Film Industry, who show the same poor judgment?

Cannot Mr. Adolph Zukor feel the trend of public opinion, as it is being expressed all over the world today? It is the hour and the day of earning one's daily bread and butter; and the people demand both the right to earn and the butter; and God help those who deliberately plan to put men out of business.

WHILE the Famous Players Canadian Corp., Paramount-Publix, and subsidiaries are under investigation by the Canadian Government's Commission, we notice a report to the effect that Walter O. Burkey, and Bertha Burkey, who formerly operated the Admiral Theatre, Kansas City, have brought a suit against the Film Board of Trade, and fourteen Distributing Agencies on the grounds that they have created a monopoly in the distribution of films, through which the plaintiffs were forced out of business. The plaintiffs ask for $95,000 damages.

The government Investigation is disclosing a great deal of evidence in connection with "Protection," "Arbitration," "Block-Booking," etc., etc., and exhibitors have testified that they have been forced out of business, or forced into a partnership arrangement with the B. and F. Circuit as a result. If these exhibitors should take it into their head to bring action, following the decision of the Government Investigation, or if the Minority Shareholders should ask for an investigation of the Paramount-Publix absorption of Famous Players, the damages angle might be worth considering.



Observations — The Spotlight — By The Editor

LOUIS WOLHEIM, that most excellent of artists, has "faded out of the picture," passed over to the Great Beyond, following an operation. The Digest is filled with regret that he should be "cut off" from life, and from a career which was filled with so much accomplishment! Reducing, that Nemesis of this modern urge for keeping thin, has been Wolheim's death warrant, for at the time of his decease, he was contracted to appear with Howard Hughes for several pictures, but being too heavy, began some rapid dieting, which undermined his system.

* * * *

THE Toronto Telegram, February 11th, has a column review of the Government's investigation of Famous Players Canadian, Paramount-Publix and subsidiaries. This article is headed "States Witness 'Soft Peddling' on Information" and the sub-head reads, "Film Probe Commissioner Reprimands Former Theatre Owner for 'Holding Back.'"

The Toronto Globe of February 11th reviews the Government Investigation of Famous Players Canadian with a heading, "Were Bit Afraid," Said of Witnessess' and a sub-head, "Movie Probe is Given Explanation of Hesitation in Testimony."

February 12th this same publication has a heading, "Hesitating Witnesses Again Reprimanded."

* * * *

ON February 11th The Toronto Daily Star devotes a column and a half to the evidence, and uses the following heading, "Fear of Famous Players Admitted by Show Owner," and the "subs," there are two, read, "Witness at Ontario Inquiry Says Exhibitors Afraid to Speak Freely," and "Might Ride Him."

The Toronto Daily Star of February 11th has an added column and a half headed, "Control of Theatre Evident Years Ago," and in its issue of February 10th a heading, "Forced To Buy Double Says Theatre Owner" and a "sub" which reads, "Unable to Renew Contract or Secure a Reason for Refusal."

* * * *

THESE above headings refer to Thomas Walton, owner of the National Theatre, which had the Victoria, formerly owned by Sam Ulster as opposition. When the Independent was running the house, the National got a chance on pictures, but since B. & F. has taken the Victoria the National is getting a "Freeze out" on product.

The Daily Star of February 10th covers nearly two columns in its review and heads its article, "Could Get a Flop" picture but not one that "Clicked!"

The Mail & Empire of February 12th devotes close to two columns recording the evidence as given in the Government Investigation, and heads its article, "Theatre Man Tells of Threat by Famous Players Subsidiary" and a "sub" which reads "Warned He Must Take Offered Job or Close, Witness Affirms."

* * * *

TORONTO DAILY STAR of February 12th has a column, headed, "Forced to Buy More Pictures Than They Use" and a sub-heading relating to the evidence as given by Harry Alexander of the Park Theatre.

February 13th the Mail & Empire devoted two columns to the Famous Investigation headed, "Says War Waged on British Films" and with a sub-heading, "I. O. D. E. Officer Claims Propaganda Amounts to Persecution."

Miss Arnoldi took exception to a resolution which, she said, had been submitted to the I. O. D. E. by the National Council of Women for the approval of the Imperial Order of the Daughters of the Empire. It advised the introduction of a Film Advisory Board to cooperate with the U. S. Film Advisory Board for the purpose of improving the standard of Motion Pictures; and suggested that copies of the recommendation be sent to Col. Cooper, President of the Motion Picture Distributors of Canada, and to Mr. Hays. Miss Arnoldi, who is convenor of the film committee of the National executives of the I. O. D. E., did not approve of the recommendations.

* * * *

"IT is quite obvious in my opinion that the origin of the resolution was the Motion Picture Distributors of Canada" she stated. Miss Arnoldi did not know whether the National Council had approved the resolution, but she considered that it was unconstitutional that Will J. Hays be asked to consider the formation of a Canadian body. She stated also that she had learned that there had been a "great deal of lobbying done" to prevent the passing of the legislation in British Columbia to establish a British film quota.

Miss Arnoldi emphasized that the I. O. D. E. branch she represented was particularly interested in encouraging the showing of British Film in Canada, and that a couple of women, members of her organization, who had been particularly active in working to this end, "had been offered positions by Famous Players."

* * * *

THE EVIDENCE given by Col. John Cooper the following day, to emphasize what the Hays' Organization of Canada had been doing to stimulate Canadian distribution and production, had better been left undiscovered, as far as the Hays' Organization and Col. Cooper were concerned.

It would have been almost impossible to have unearthed more damaging evidence against the Hays' Organization than what followed; and when Commissioner Peter White was through with Col. Cooper, the latter had admitted that his organization through counsel in B. C., helped Muir of the Capitol to "kill" the Quota Bill, that it cost Famous Players Canadian $5,000 and that Col. Cooper had written a letter to Ottawa on Canadian Co-operation, by way of production, simply as an expediency, a gesture which might be well to have recorded; also that there were only about twenty-three exhibitor members to the Canadian Hays' Organization and these belonged to Famous-Players. Col. Cooper further stated that the exhibitor angle was only "tacked on" in case it was necessary to use for "petitioning purposes."

Incidentally Col. Cooper stated that the Canadian Hays' Organization and the U. S. were only "friends."

* * * *

COBOURG civil officials have won out against Famous Players, the latter must re-open and rebuild the Capitol Theatre there; and this is to be started in about two weeks.

Mayor George Thompson made the announcement following his return to Cobourg after interviewing Famous Players.

Toronto Theatres

LOEW'S—Manager Jules Bernstein—Marie Dressler and Polly Moran are again together in a hilarious comedy "Reducing." It is a Metro-Goldwyn-Mayer picture directed by Charles F. Riesner. Marie Dressler as the country sister of a very "Ritzy" beauty parlour owner, Polly Moran, keeps the audience absolutely convulsed with laughter, especially when she gets a job in the beauty parlour, and by her mistakes nearly bakes some of the customers, and to add insult to injury throws Polly Moran into a mud bath. Polly can sure act haughtily when she wants to, and she certainly wants to in this picture. The supporting cast of Sally Eilers, Anita Page, Buster Collier, Jr., and Lucien Littlefield give a great deal of support to the principals of the picture and help to make it the rip-roaring success that it has turned out to be.

UPTOWN—Manager Tom Daley—"Murder," a British International Picture with Herbert Marshall and Norah Baring, adapted from the book "Enter, Sir John." It is an exceptionally good murder thriller, rather melodramatic, and the acting and direction are excellent. Herbert Marshall is an actor and playwright, he is on a jury which finds a young actress guilty of murder, but not satisfied with the verdict he decides to investigate the case for himself. He discovers the real murderer by a very novel method. The most sensational scene of the picture is when the murderer, a circus performer, knows that he has been found out, and commits suicide during his act, leaving a note which removes the guilt from the heroine. The picture is directed by Alfred Hitchcock.

TIVOLI—Manager Jimmy Lynch—The second week for the Fox picture, "The Man Who Came Back," and still playing to a capacity house. The picture features Charles Farrell and Janet Gaynor.

IMPERIAL—Manager H. V. Knevels—A Columbia production, "The Criminal Code," featuring Walter Huston, Phillip Holmes and Constance Cummings. It is a first rate box office picture, and is in the style of the "Big House." Phillip Holmes is the young man sent to prison by a district attorney, Walter Huston, who wants to get favorable support in the next election. The disrict attorney becomes the warden of the prison, and taking a liking to the young boy, whom he sent to prison unjustly, makes him his chauffeur. Holmes falls in love with the warden's daughter, Constance Cummings. A man is killed and Holmes is the only witness, but he will not tell who is the murderer, because he does not want to be a "Squealer." He is put in solitary confinement, but under no circumstances will he divulge the name of the warden's daughter. Directed by Howard Hawks.

SHEA'S—Manager Jerry Shea—A British International film, "Loose Ends." It is a highly dramatic story starring Owen Nares and Edna Best. Edna Best is an actress, who finds out that the man she married is an ex-convict, who served fifteen years for murder. However, on learning the circumstances of the murder she forgives him. The picture is directed by Norman Walker.

New Theatre for Moorehead & Fillman

The Capitol Theatre at Belleville, Ontario, has just been acquired by Moorhead and Filman Company to add to their chain of theatres. The theatre is of modern style and has a seating capacity of 1,000. Mr. Holmes, who has managed the theatre at Brampton, Ontario, for the past year is to be the new manager at the Capitol.

Regent Collingwood Closes

Manager Ernest Bull of the Regent Theatre, Collingwood, Ontario, made an anouncement to the effect that the theatre would close for the time being. Manager Bull said that he had tried to make arrangements to have the house opened part-time but the producers would not agree to this. Mr. Bull said that the Regent could not possibly carry on any longer without heavy financial loss, but hoped that circumstances would enable the theatre to re-open its doors in the very near future.

Specials That Are of Special Benefit To You

PROJECTION TEXT BOOKS—

Richardson - Projection 1 and 2, $6.50. Sound, $5.25. All Three Postpaid, **$11.00.**
Meihling, Sound Projection, Postpaid **$6.00.**
Cameron's Projection, 4th Edition, Postpaid, **$6.00.**
Caemron's Motion Pictures with Sound, Postpaid, **$5.00.**
Cameron & Riders Sound Trouble Shooters Manual, Postpaid, **$7.50.**
Cameron's Encyclopeadia on Sound, Postpaid, **$3.50.**

FIRE EXTINGUISHERS—

Pyrene, one quart, Pump type Carbon Tetrachloride, Regular $14.00—Special, **$11.90.**

CARBON SAVERS—

Steel sleeve with 2" stem with set screw. An excellent saver that gievs good contact and everlasting. 8, 9, 12 and 13mm sizes, each **$1.00.**

CELCO REAR SHUTTERS FOR SIMPLEX—

An excellent enclosed rear shutter that cuts off 62% of the intense heat of the reflector arc protecting fire danger, film, parts and lenses. Pair, **$100.00.**
Where bar type handle for framing has to be replaced by the rotary type framing handle, add, Pair, **$50.00.**

PROJECTION EQUIPMENT HEADQUARTERS

"Courtesy With Service"

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

Show Business

(Special to Digest from Ottawa.)

Moorehead and Fillman, independent chain proprietors, London, have taken up the gauge of battle tossed into the ring by the new Triangle Amusement Corp., controlling eight theatres in Ottawa, by announcing the immediate start of a new $300,000 house within one block of the site on which the Triangle syndicate is starting a $400,000 theatre in Ottawa. A. H. and S. Coplan, proprietors of the Ottawa Princess, will do the building and Moorehead and Fillman will lease it on completion, the Princess disappearing in the process.

Moorehead and Fillman of London, Ont., announced the purchase of the Capital Theatre, Belleville, from R. Weller of Trenton, Ont., on February 11th, for $80,000. The Capital is in opposition to the Belle Theatre at Belleville, a Famous Players house. M. and F. announce that British pictures will be featured.

The much-discussed Canadian Copyright Act will get a test in a suit by St. John Ervine, British author, against the Ottawa Drama League for damages for alleged infringement of copyright in producing the play "The First Mrs. Fraser."

Major George Patton of the Ontario Government Motion Picture Studio made a smart trade with the Australian Government, getting 12,000 feet of Commonwealth scenics in exchange for 8,000 feet of Ontario views.

Harry Sedgwick, supervisor of Famous Players Canadian Corporation, has been elected president of the Ontario Badminton Association. Sedgwick is one of the best racketeers in Canada.

Ambrose Nolan has established a policy of double features at the Columbia Theatre, the smallest house of the Triangle independent chain at Ottawa, and is also offering silverware prizes on Tuesday and Wednesday nights.

Fourteen hundred juveniles stormed B. F. Keith's Theatre, Ottawa, Saturday at 11 a.m., for the opening chapter of "The Indians are Coming." Harvey Hunt threw the doors open two hours earlier than usual to let 'em in. The feature attraction was "No Limit," starring Clara Bow, and capacity adult audiences followed throughout the day. The Universal serial is being shown at Saturday matinees only.

Censorship and legislative conditions in the Province of Quebec are again causing both chain and independent exhibitors much concern. The theatre owners are being surrounded with further regulations and requirements

A. Scott, the projectionist at the Princess Theatre, Sudbury, was the whole cast in a stirring drama when fire broke out in the booth during a matinee with the house crowded with children. He closed the booth shutters, rang in the fire alarm and rushed to the stage to tell the audience to leave quietly. He was herding the last patrons from the theatre when the fire trucks were arriving.

Famous Players and N. L. Nathanson, former managing director, have buried the hatchet over the possession of 4,500 shares of United Amusements, Limited, an affiliated company. Famous Players sued Nathanson for $10,000 damages and the stock on the ground that he had bought the shares while acting for the corporation. It was brought out that he had paid only $1 per share although current market quotations had been around $35.

The action has been dismissed at Osgoode Hall, Toronto, consent having been filed by both parties.

The opening attraction for the Cinema de Paris, formerly the Roxy Theatre, Montreal, is "La Maison de la Flechs," a French talking picture. The Cinema de Paris is now owned by Robert Hurel, representing French film interests, and the house will be used for French first runs in Canada.

Daylight Saving Time has been adopted for 1931 by Montreal, the largest city in Canada, starting April 26 and ending September 27. This will, therefore, probably be the fast time period this year for cities and towns in Eastern Canada.

(Special to Digest from Winnipeg)

A private showing of feature films to be included in the program for British Film Week in Winnipeg, March 2 to 7, was given February 11, in the Censor room, Parliament Buildings, Winnipeg. Mr. Justice Dysart, chairman of the film committee of the National Council of Education, Winnipeg branch, outlined the objects of the undertaking at the close of the showing.

The pictures included the first moving pictures made in the world, 33 years ago. Englishmen were the pioneer promoters. The films recorded the festivities at the Diamond Jubilee of Queen Victoria. The Queen, in her black, was seen in the carriage amidst much splendor. Her funeral, the coronation of King Edward and the two Durbars made the Royal Remembrances film one full of interests.

Other films showed scenes in Kashmir and India.

J. C. Pincock and members of the Winnipeg school board were present as well as executive members of the Winnipeg committee of the Council of Education. Winnipeg public school children will be taken to the Playhouse Theatre, where the films will be shown every afternoon of British Film Week. The evening performances will be open to the public. Arrangements are in the hands of the film committee of the National Council of Education, of which Paul Nanton is honorary secretary.

Round About the Studios

On Saturday Carl Laemmle, Jr., was given a copy of Fannie Hurst's latest novel, "Back Street." At three o'clock Miss Hurst had agreed to sell it to him, though she had on her desk telegrams from several producers and directors telling her not to do anything until she saw them. "Back Street" has jumped into phenomenal popularity. It has been on the market less than a month and has sold over eighty thousand, placing it as Number One among the best sellers.

Filming of "Three Girls Lost," was begun this week at the Western Air Express airport at Alhambra, California, by a Fox Movietone company under Sidney Lanfield's direction.

The airport and several giant Fokker planes are background for the opening sequences of the picture which show the three heroines, Joyce Compton, Loretta Young and Joan Marsh, departing for Chicago where most of the story takes place

---

Tod Browning is well along with Lew Ayres' next picture, "The Iron Man," at Universal City. Special scenes of a recent prize fight were taken of Madison Square Garden for use in the picture, and Morrie Cohan has just been added to the cast in the role of O'Keefe. Lew Ayres has been undergoing a three months' instruction in boxing, to play the stellar role in this picture, in which he will be supported by Jean Harlow, Robert Armstrong, John Miljan, Mike Donlin and Eddie Dillon, and the boxer Mushy Callahan, Jackie Fields and Al Singer.

Lissi Arna, who plays her first English speaking role in Pathe's "Beyond Victory," had already booked passage for her native Germany after making three German versions in Hollywood when she was called to make a screen and voice test at the Pathe studios. The result was a cancellation of passage and she joined the cast of such well known names as Bill Boyd, Helen Twelvetrees, Lew Cody, Fred Scott, James Gleason, Thelma Todd, Russell Gleason, Zasu Pitts. Marion Shilling and Theodore Von Eltz.

Daphne Pollard in Pathe's latest comedy, "Seein' Injuns."

Wallace Beery who appears in Metro-Goldwyn-Mayer's "The Secret Six."

Adolphe Menjou, casting aside his topper and stick, has been given the role of—the managing editor in "The Front Page."

This is the part that Louis Wolheim was to have played until illness precluded that possibility. Thus does Mr. Menjou, concededly one of the fine actors of films, receive opportunity to prove that he can be incisive, tart, crisp and scorching. Interestingly enough, it is in a United Artists Picture that Mr. Menjou will abandon his familiar screen role, the sophisticate, to play the hard-boiled managing editor; it was in Charles Spencer Chaplin's United Artists Picture, "A Woman of Paris," the then unknown Menjou assumed the screen role of the sophisticate. The cycle is complete.

Dot Farley, well known comedienne who started her film career with the old Essanay Company and who has been active in pictures for seventeen years, plays her fourth Pathe leading role in "Disappearing Enemies," a farce directed by Wallace Fox. Miss Farley has been featured in "Swell People," "Traffic Tangle" and "What a Time."

Janet Gaynor and Thomas Meighan—together—in "Daddy Long Legs"; this is scheduled to be Miss Gaynor's first picture following her return to the Fox Film studios from Palm Springs, California, where she is recuperating from her recent appendicitis operation. Mr. Meighan will leave for Hollywood immediately. He is also to play featured roles in "Young Sinners" and "Good Gracious, Annabelle" for Fox.

Tiffany's recently completed mystery thriller, "The Drums of Jeopardy," Harold B. MacGrath's famous story, has been previewed on the West Coast, after which Grant L. Cook, executive vice-president of Tiffany, received fine reports.

In the cast are Warner Oland, June Collyer, Lloyd Hughes, Hale Hamilton, George Fawcett, Wallace MacDonald, Mischa Auer, Ernest Hilliard, Florence Lake, Ann Brody and Clara Blandick. Directed by George B. Seitz.

Lillian Bond, recently signed by Metro-Goldwyn-Mayer, will play, as her first role at the studio, the role she played last year with such success on the New York stage. She has been assigned to play Cleo Del Rio, the vamp, in "Stepping Out," Metro-Goldwyn-Mayer's filmization of the famous Elmer Harris stage play. Charlotte Greenwood and Reginald Denny will play the principal roles.

"Indiscreet," which personalizes the tale more than did "Indiscretion," is the title of the Gloria Swanson film now being made at the United Artists Studio in Hollywood under direction of Leo McCarey and with Ben Lyon, Barbara Kent, Monroe Owsley and Arthur Lake in the supporting cast. It is an original story by DeSylva, Brown and Henderson but not a musical film.

After a six weeks leave of absence, Joan Crawford, recently returned to the Metro-Goldwyn-Mayer studio, has begun work on her new starring film, "Torch Song."

Harry Beaumont who directed Miss Crawford in "Our Dancing Daughters" and "Our Blushing Brides," will direct her in the new film, which is an adaptation of Kenyon Nicholson's stage success of the same name.

Metro-Goldwyn-Mayer has acquired motion picture rights to "The Clock Shop," a popular one-act sketch written by John Golden.

This sketch played the Keith Circuit four or five times, with Sam Chip and Mary Markle in leading roles.

Lucien Littlefield has been assigned a principal role in Will Rogers' next picture for the Fox Film Corporation, "Cure For the Blues," adapted from an original by George Ade.

Frank Borzage will direct.

Following his work in "Daybreak" with Ramon Novarro, Jean Hersholt was last week added to the Metro-Goldwyn-Mayer family, when he signed a long-term contract with the studio. A series of important roles, it is announced, are in store for him.

John Mack Brown, of Metro-Goldwyn-Mayer, who will be seen in "The Great Meadow."

Some Plain Facts About British Pictures

IN THE DAYS OF THE SILENT PICTURE a number of British Features were released in Canada, and, frankly, some of them did not meet with much success. Some distributors seemed to have the idea that just because features were produced in England, Canadians would flock to see them. The fact that these productions were not up to the standard theatre-goers were accustomed to seeing was not taken into consideration.

And then came the talking picture, and with it came also a complete revolution of the industry in England. Outstanding financiers became interested; strong companies were organized and production was begun in an entirely different manner. The result of this has been that England is now producing pictures that are as good as those produced in any part of the world.

It did not take the exhibitors of Canada and the United States long to recognize these changed conditions. British features are now regularly shown on Broadway, New York, while in Canada leading first-run houses are now booking and showing "THE IMPERIAL EIGHT," a series of high grade pictures which will win a definite place for British Features on Canadian programs.

Those of the "Imperial Eight" which have so far been shown—"Young Woodley" and "Murder"—have proven highly satisfactory, both from the box-office standpoint and so far as favorable reaction of patrons are concerned.

The "Imperial Eight" Were Produced by British International Pictures Ltd.—Regal Films Ltd. are Canadian Distributors.

A DUAL SUCCESS IN TWO HEMISPHERES

New York Press Comment

Times—Its interest never lags.

World—Well acted. The English is a joy to listen to.

Telegraph — One of the pictures to be placed on your list to see.

American — It will find appreciation with the discriminating.

Journal — Easily one of the best productions yet sent over.

Daily Review — A fine play, screened intelligently and presented by well trained English actors.

Your Patrons Want Good British Pictures

Young Woodley

First of British International Pictures Ltd.

Imperial Eight

A Smashing Success at the Cohan Theatre, Broadway, New York; The Capitol, London, England; The Uptown, Toronto.

London Press Comment

Morning Post — One of the best and most intimately appealing.

Telegraph — The most satisfactory production yet made in the Elstree studios.

Daily News — Frank Lawton is as touching and sincere on the screen as he is on the stage.

Empire News — One of the best productions B.I.P. have turned out.

Film Renter — An outstanding British success.

Cinema — Convincing, realistic, attractive.

Meet the Demand for British Pictures

And Now It's Proving a Real Money-Getter In Canadian Theatres Everywhere

Distributed in Canada by REGAL FILMS LIMITED